

**GIVE the
UNITED WAY**

SEPTEMBER, 1967

YOUR FAIR SHARE . . .

A blind man struggling to cross a busy street attracts our attention as surely as a magnet draws metal. Most of us have a similar feeling when it comes time to make the decision to help or not to help support the United Fund, United Appeals, or Community Chest campaign in our area.

Who helps when you are not there to help? Who cares when you are too busy to care? Who is it that does the job of helping your fellow man better than you could ever hope to do it, even if you had the time and the money? By what other means could our communities provide the many worthwhile agencies made possible by our support of the United Way?

While it is always important to keep in mind the children in wheel-chairs pictured on the posters, the aged and crippled who have become the symbols of these campaigns over the years, one makes a mistake when he fails to realize that he benefits very directly from these drives. Let us think of ourselves and what our contribution will do for our own families in the coming months.

How many lives of our dear ones will be saved by medical miracles made possible by our gifts? How many of us will have children or grandchildren in scouting activities? How many of our children will learn to swim at the YMCA or as the result of a similar program sponsored by the Red Cross? How many of us may need help in the event of a hurricane or other natural disaster?

So my message to you will be first of all; of course, think of the children when you make your decision. Think of the empty hospital beds that have grown out of research sponsored by the United campaigns. Think of the crippled and the aged first, then think of yourself.

Do yourself a favor and give your fair share. I'll guarantee you one benefit you'll receive immediately, you'll feel good about it all day.

Sincerely,



Glenn E. Richard

News Briefs



FEDERAL POWER COMMISSION'S "RELIABILITY ACT" IS OMINOUS

Power Reliability Act of 1967"---is more proposed legislation that promises to make trouble for investor-owned electric utilities.

It would be just great if we could occasionally applaud a move made or threatened by those bulldog-persistent public power boys. The latest---the so-called "Electric

The legislation, which was not worked out jointly with the electric utility industry, was introduced by the Federal Power Commission and is an outgrowth of the two massive blackouts in the East. The bill would apply to all electric power systems whether investor-financed, Federal, co-op or municipal.

The act would "authorize the FPC to establish planning and operating standards to enhance reliability." It calls for the creation of regional planning councils, open to all electric systems regardless of ownership and including non-voting FPC members, to carry out regional and inter-regional interconnections. The act would also authorize the commission to initiate or require interconnections among any of the systems engaged in power generation or transmission.

This means, of course, that utilities would be forced to follow the dictates of the FPC, whether we liked it or not.

The commission also would require that plans for transmission lines above 200 Kv be publicized and filed with the FPC at least two years prior to planned construction. These proposals could be disapproved by the FPC and this could result in slowing down needed expansion.

Finally, if the new power FPC is requesting could guarantee reliability, it might be worth considering. But past experience has proven that merely passing a Federal law isn't going to eliminate blackouts. The effective remedy lies in what our industry is already doing---increasing capacity, improving interconnections and pooling programs, and developing better technology.

PITTSBURGH PLATE GLASS CONTRACTS FOR 43,000 KW

July 1, 1968.

The chemical division of Pittsburgh Plate Glass in Lake Charles has signed a contract with Gulf States to take 43,000 kilowatts of electricity beginning

LIGHTING, HEATING CARNIVALS
WILL LAUNCH SALES CAMPAIGN

Using the theme "Space Conditioning for the Space Age," GSU's Commercial and Industrial Sales Departments will launch a lighting and heating campaign this month.

The campaign will feature lighting and heating carnivals in Conroe, September 18; Beaumont, September 19; Lake Charles, September 20; and Baton Rouge, September 21. Displays will be provided by manufacturers of indoor and outdoor lighting, electric resistance heating, heat pumps, solid state dimming equipment and electric controls. Some of the more unusual displays will include water-cooled lighting fixtures and the very latest in lamp developments. Architects, consulting engineers, electrical contractors and commercial and industrial customers will be invited to the carnivals.

INDUSTRIAL ENGINEERS HEAR
TALKS ON AREA DEVELOPMENT

Industrial engineers from throughout our Company's system heard talks on area growth and development by speakers from Texas and Louisiana September 6-7 in the

Beaumont general office. Proven ways to attract large and small industries to an area were covered at the two-day meeting. Speakers from Texas were James R. Bradley, head of the Industrial Economics Research Division of Texas A&M University; Donald R. Rayburn, industrial development consultant for the Texas Industrial Commission; and Bruce Duncan, administrative assistant to the vice president of industrial development for the Bank of the Southwest in Houston. Louisiana speakers were Charles M. Smith Jr., economic development specialist for the Louisiana Department of Commerce and Industry; and John Cumiskey, community development specialist for the department. A panel discussion was held by panelists L. V. Dugas, vice president and general sales manager; W. E. (Bill) Richard, superintendent of commercial and industrial sales; Aubrey Sprawls, director of area development; and Malcolm Williams Jr., industrial engineer in Lafayette. Jim Turner, public relations director and Dick Landry, supervisor, lighting sales promotion, spoke to the group on community relations and lighting, respectively.

ARTICLE ON MOBILE RELAY LAB
APPEARS IN ELECTRIC MAGAZINE

An article on a mobile relay lab designed and built by four employees in the Relay and Communications Department appeared in the August issue of "Transmission and

Distribution," a national magazine for electrical industry T&D personnel. The article was written by Tom Spencer, former PLAIN TALKS associate editor now in the Advertising Department. More employees are encouraged to submit articles of interest and news value for publication in the specialized magazine field.



Our Cover

Brenda Cravy, a cerebral palsy victim from Beaumont and a beautiful young lady, is our cover girl this month. Her friend in the hard hat is GSU employee J. R. Wheeler, an equipment operator at Neches Station. This picture is similar to one used for United Appeals posters in the Beaumont area.

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Your One Gift . . .

IT ISN'T JUST THE NEEDY and the underprivileged who need and use the United Appeals, United Fund, or Community Chest agencies services. All of us benefit from all of these agencies. If we are not receiving direct services today, we benefit from having them available in time of need.

Actually, records show that about one in four of us will use at least one of the many services of these agencies this year. Who knows when we may have to call on the disaster services of Red Cross because a hurricane strikes our area? Cerebral palsy, cancer, heart disease, and mental illness know no boundaries, nor respect the size of a bank account. It is this annual campaign which is our combined defense against these threats.

Any family may be faced with a problem too big to handle alone and may need family counseling service. Any boy or girl may join the Scouts, Camp Fire, or "Y" organizations and reap the benefits of improved health, greater self-reliance, citizenship training and character development. Any child can profit by swim lessons and first aid training offered by the Red Cross and YMCA—lessons that build health and save lives.

It is only right that those who benefit most from a thing should share the burden of it. It is up to each Gulf Stater to do his part, not only by contributing his fair share, but also by aiding in the campaign work going on around the system.

The needs of the various agencies involved grow each year as the community grows. More children want to join the youth agencies. With more families and more crowding, there are more family problems, more health problems.

It is difficult to apply the direct old-fashioned, neighbor-helping-neighbor type of help in today's society. Any one of us would immediately go to the aid of a homeless child, an elderly invalid, a crippled boy, if they came to our doorstep; but we do not always see these neighbors who are in distress. To give them the help they need we must rely on this campaign.



GSU Girls Do Double Duty

Helping Hubby Get

ONE IMPORTANT RESULT of the stress put on higher education by our modern world is the working wife who puts her husband through school. GSU's ranks are filled with these courageous young ladies who play the double role of wife and breadwinner, as well as, in many cases, mother.

"It's a two way street," says Patsy Cook, home economist in Lake Charles, "He put me through and now it's my turn."

"I can't say that I hate it or anything, but I'll be glad when he's through and we can lead a normal life," she says.

Husband Billy is a forestry major at McNeese. It will be another year and a summer session before he graduates. Patsy says that she does all the cooking and dishwashing, but that Billy helps with the heavier household jobs such as waxing floors.

"We sort of work together. He helps me by doing some of the housework and I type for him sometimes," she says.

Nina Jacobs, customer clerk in Lafayette, joined the ranks of the working wives last March. Her husband Larry will start school in September. At present he is serving six months active duty with the Army.

"I'm glad that Larry's going back to school," says Nina, "but I'll also be glad when it's over."

Nina says that Larry is pretty good around the house. "I do the cooking of course, but he usually helps with the dishes."

She says that she enjoys working and that their

apartment is so small that she couldn't imagine staying there all day anyway.

Larry is a junior majoring in architecture at U.S.L.

Beverly Boecher and Liz Sandell, both departmental clerks in the duplicating department in Beaumont, are two more GSU gals who are putting their husbands through college. Both husbands attend Lamar Tech.

Liz's husband Jerry is a mechanical engineering major with 1½ years to go while Beverly's spouse Barry is getting his M.A. in secondary education.

Beverly has been with Gulf States for a total of three years and she has been married for two years.

"We have a system worked out," she says, "I cook and he does the dishes." They live in a one room apartment with their dog and cat.

"We go out pretty often, but we don't have very much money to spend. We have to window shop a lot," she says.

Liz's husband works part time which helps out quite a bit, but she admits that they have to live in a "matchbox."

"It gets a little tough at times, but I'll stick it out as long as he wants me to," she says. She feels that one of the biggest problems is that while Jerry studies she has to be real quiet. "No TV while he studies, we can't go anywhere during the week, and we eat a lot at mothers, that about sums it up."

Neither couple has children yet.



Linda Keener



Sally Pelton and
Fredda Hobgood



Nita Jacobs



Patsy

Degree Is Big Job

Mrs. Laura Fussell, bookkeeper in Baton Rouge, runs her life on a schedule somewhat like that of a large airline. This busy girl has been married 10 years and has two sons, ages 8 and 4, which by themselves would keep most people hopping. Her husband Howard is working toward his J. D. degree in law at LSU. She has supported the operation for the last two years by working at GSU.

"I think there's a certain excitement in helping get your husband through college," she says wistfully, "but I am looking forward to the day when I can enjoy being a stay-at-home type housewife."

"It's been pretty easy really," says Bobbie Burke, departmental clerk in the Meter Department at Navasota, "He works all summer and this makes it a lot better."

The Burkes have been married about 14 months. They don't have children yet. Husband Cyril attends Texas A&M and is a junior in Business Management.

"Most of the time he has his studying finished when I get home in the evening," she says. The only problem she mentions is that she has about a 25 minute drive to work every morning because they live in Bryan, Texas, near the A&M campus.

Her formula for success in getting husbands through college is "Just learn to live without a lot of things."

Fredda Hobgood, a home service adviser in Baton Rouge for two years, has been married for 21½ years. Her husband Bill is working toward an M. S. degree in agricultural economics.

With graduation only two months away for the Hobgoods, Fredda says, "I really haven't minded working because I know that the end results will justify it."

Also a home service adviser in the Baton Rouge office is Sally Pelton. She's been married to James, a law student at LSU, for two and one-half years.

"It's not all drudgery," she says, "I feel my working is worthwhile because my husband wanted to attain a law degree and we decided that this would be the best time in his career for him to do so."

Sally's schedule is rather tight, but she says she does find time to do a lot of reading while James is studying. They live in an apartment near the campus.

Linda Keener's husband Kenneth is a graduate student at Sam Houston State College in Huntsville, Texas. She is a local office clerk there.

"Of course the money is tight a lot of the time but I'm sure it will all be worth it someday," is how Linda feels about the situation. "He would never be happy until he had his masters degree and I know our future will be much brighter because of it."

The Keeners have one child, Kelvin, who is 14 months old. He attends nursery school while mom works and dad goes to school.

Although GSU's husband helpers face a larger than average work load and smaller than average budget, they cheerfully laugh at adversities and show a fierce determination to reach their common goal.



Cook



Bobbie Burke



Beverly Boecher and
Liz Sandell



Laura Fussell

goofy geography

HERE'S AN OLD CONUNDRUM: A hunter leaves his camp and walks due south four miles, then proceeds due east for four miles. At this point he shoots a bear and drags the beast back to camp by going due north four miles. What color was the bear? The answer, of course, is white—a polar bear, and the hunter's camp had to be smack on the North Pole. A person traveling due north from any point on the globe will eventually wind up at the North Pole.

North and south are strictly limited directions, while east and west go on forever. For example, we can fly south along a meridian of longitude only as far as the South Pole. After crossing that southernmost point we would be traveling north. But, if we fly east from New York along a meridian of latitude, we can fly around the earth and wing back into New York from the west—still flying east. We could continue flying east or west until the end of time, if our gasoline and bodies held out that long.

Other facets of geography seem rather goofy because of popular misconceptions. For example, our notions about the relative positions of cities, nations and continents is, in some instances, out of line with reality. Usually we think of Canada as being to the north of our country—and rightly so. But if we fly due south from Detroit, we'll arrive in Canada, as a look at a map will prove.

Three out of four Canadians actually live farther south than many people in the United States. One out of four Canadians live south of Minneapolis, Minn. The extreme southern point of Canada is south of Boston. And the northernmost part of Mexico is further north than Savannah, Ga.

Most of us think of Michigan as being midwestern and Florida as being on the eastern seaboard. But if a Detroiter took the most direct route to Pensacola, Fla., he'd have to travel slightly west. Detroit is in the eastern time zone, whereas Pensacola is in the central. Likewise, Los Angeles is on

the west coast and Reno, Nev. is several hundred miles inland from the Pacific Ocean. Yet Reno is about 80 miles west of Los Angeles.

Let's board a plane at Atlanta, Ga., a state with an Atlantic Ocean seaboard, and fly directly south. What South American countries would we fly over? We wouldn't pass over any of them, for we'd end up quite a way out in the Pacific Ocean off South America's west coast.

Size accounts for some geographic oddities. Doubtless many of us think of Monaco, Princess Grace's land, with its half square mile of area, as the smallest country in the world. It isn't. Vatican City, which encompasses 0.16 square mile or a bit over 108 acres, ranks as the smallest country. Not even a quarter the size of New York's Central Park, Vatican City boasts a railroad, a newspaper, and an independent broadcasting station. This miniature country maintains diplomatic relations with 42 nations. Russia is the largest country, with an estimated area of 8,599,776 square miles.

Geography embraces some of the goofiest place names this side of outer space. Probably the world's largest name for a geographic location is in the heart of New Zealand's sheep-raising country. This place name has 57 letters and reads Taumatawhakatangihangakoauauotamateapokaiwhenuakitanatahu. In the original Maori language it means "The place where Tomatea, known as Land Eater, played on his flute to his loved one." The United States, too, has a real lulu for the name of a lake in Massachusetts. It's 45 letters long and reads Chagoggagoggmanchaugogoggchaubunagungamaugg. It's of Indian origin and means "You fish on your side, we fish on our side, nobody fish in the middle." Local residents refer to it simply as Webster Lake.

Birthday Gift in Western Australia was so named because a prospector, lost and dying of thirst,



came upon a tree on his birthday. Expecting to die, he carved his initials on it and chewed the bark, which gave him some moisture. Revived, he managed to stagger on until he reached a settler's camp.

In England there's a village named Ham in the Township of Sandwich. It's known simply as Ham, Sandwich. England also boasts a Bachelor's Bump,

Top O' The Cow, and Cats Common. Great Snoring and Little Snoring are towns in Suffolk and Land of Nod is in Yorkshire.

In Newfoundland many place names use the word "tickle," which is a narrow stretch of water, usually somewhat shallow and rather rough. Newfoundland's map records such places as Long Tickle, Ice Tickle, Winter Tickle and Squid Tickle. In the same category are Newfoundland's intentionally amusing names derived from humorous comments on the shape of a geographic feature, like Leg Pond, Noggin Cove, Jerry's Nose, and Iron Skull (a hill).

During the Korean war most of us experienced difficulty in pronouncing and remembering such names as Keasong, Changju and Panmunjon. "What funny names these foreign towns have," an American from Schnectady remarked. At the time he was reading a Poughkeepsie newspaper on his way to Oshkosh to meet an old friend from Winnemucca.

Yes, the United States, too, has some mighty singular geographical names. Penn Yan, N. Y., ac-

quired its title from the wranglings of the early settlers, most of whom migrated there from Pennsylvania and New England. A dispute raged between these partisan groups, each of whom wished to give the town a name that would remind them of their old homes. Finally they resolved their differences by naming the settlement Penn Yan—Penn for the Pennsylvanians and Yan for the Yankees from New England.

One day a French trader in Oregon set out with a stock of flour. On his first night out a band of marauding Indians raided his camp and stole his mules. Without transportation for his merchandise, the trader constructed a stone oven on the spot, baked his flour into bread, and sold it to passing trappers and travelers. Later settlers in the vicinity remembered the incident and dubbed their community Bakeoven.

A number of towns are located on the boundary line between two states and have taken their names from that fact. The California-Nevada boundary is marked with such points as Calneva, Calvada and Calada. Calxico lies on the border between California and Mexico. Texarkana is half in Texas and half in Arkansas. Voter registration sometimes sheds light on some rather ludicrous boundary problems—such as where a man and his wife may sleep. A married couple of East Jordan, Mich., can't qualify to vote in Charlevoix County if they move their bed. Their home stands squarely on the dividing line of two counties. They eat in one county, sleep in another. State law decrees a voter must cast his ballot in the county where he sleeps.

One of the wackiest things about geographical names is the fact that many are misnomers. Coney Island is not an island and there are no rapids at Grand Rapids, Mich., and no ferry at Harper's Ferry, W. Va. Whoever named Thousand Islands in the St. Lawrence River made a gross understatement—there are 1,500 of them. New York's East River is not a river but an ocean strait. East Chicago isn't in Illinois, East St. Louis isn't in Missouri, West New York isn't in New York, and East London isn't in England but in South Africa. Furthermore, Iceland is mostly green, and Greenland mostly ice.

Some geographical facts have a way of changing. If we're asked what is the largest state west of the Mississippi, many of us would answer Texas. Of course, since 1959, Alaska has held that distinction. Likewise, since 1960, Key West, Fla., no longer ranks as the southernmost city in the United States. This distinction now belongs to Hilo, Island of Hawaii.

By now we think you'll agree that the subject of geography is often strange, sometimes amazing and frequently on the goofy side.

Lake Charles Guess is Closest

Safety Contest Winners Receive Electric Grills

"I never would have thought in a million years that I'd win one," was the smiling exclamation of Sue Williams, home service advisor—Port Arthur, as she was awarded an all Electric Char-O grill recently. Similar feelings were shared by the three other winners in the recently held Safety Slogan Contest.

The contest, which began early this summer, was based on the number of miles to be driven in August before the first chargeable accident involving a company vehicle occurred. The correct answer was 265,132 miles.

All entries had to include a safety slogan for the month of August.

Sue's guess, the closest in the Navasota and Port Arthur Divisions, was 250,000 miles. Her safety slogan was "Stop, Look, and Live."

The closest guess for the entire system was made by Joe Regan, T&D—Lake Charles. His guess of 267,458 was only 2,326 miles off. His safety slogan was "Be First—Live Longer by Thinking Safely."

The winner for the Beaumont Division was Bill Simpson, senior engineering assistant. "Anything Worth Doing is Worth Doing Safely" was the slogan which Bill attached to his guess of 223,500. He was some 41,632 miles off, but it was the closest in the division and it garnered the \$70 grill.

Line foreman, A. J. "Murphy" Blanchard, took the prize for the Baton Rouge Division. His guess was 350,000. "Work to Win With Safety" was his slogan.

Actual starting time for guessing purposes was July 31, at 12:30 a.m. It was a total of eight and one-half days before a chargeable accident occurred and the contest was over.

"Many Gulf Staters do not realize how many accidents occur involving the large Gulf States fleet," said S. L. Stelly, system safety director. "The purpose of the contest was to make all of our drivers more aware that by driving defensively and courteously most accidents can be avoided."

The Safety Department is presently involved in a driver training program aimed at extensive instruction and field training of all GSU employees involved in driving company vehicles as part of their regular jobs. "Thus far this instruction has been given to 91 employees," said Mr. Stelly.

Since public relations is of prime importance to a company such as Gulf States, a courteous, defensive driver behind the wheel of our clearly marked vehicles is a necessity. "We are very proud of the fact that GSU is rated number one in safe driving among the 25 companies making up the Southeast Electric Exchange," Mr. Stelly noted. "The eight and one-half chargeable-accident-free-days involved in this contest was actually quite a bit below our average."

All of those involved with the contest expressed their thanks to the many who participated. Many of the slogans submitted will be used as a takeoff point for safety meetings and other safety oriented projects.



Line foreman, A. J. "Murphy" Blanchard, center, receives his prize from J. W. Kirkland, division manager of electric operations, as Ralph Shirley, safety representative, looks on.



Bill Simpson, left, gets the Beaumont prize from Austin Mary, director of engineering planning.



Joe Regan, center, gets his award in Lake Charles from H. C. LeVois, vice-president and manager of the Lake Charles Division, as well wishers look on.



Port Arthur-Navasota winner Sue Williams is awarded her prize by C. M. Scott, manager of the Port Arthur Division.

Dime's Worth of Honesty

If anyone has doubts as to the integrity of people today, a recent incident in Baton Rouge may offer encouragement.

It seems that a Dr. Frank A. Guthrie, a visiting professor to Louisiana State University from Terre Haute, Indiana, called T. O. McKnight, claims in Baton Rouge, and informed him that an electrical irregularity had caused damage to Guthrie's electric clock. After gathering the facts, McKnight and the caller agreed to a replacement cost and a check was issued for this amount to Dr. Guthrie.

A short time later McKnight received the following letter with a dollar bill enclosed.

Mr. T. O. McKnight
Gulf States Utilities Co.
Baton Rouge, Louisiana
Dear Mr. McKnight:

We very much appreciate your prompt and considerate attention to the matter of our recent clock failure. Such thoughtfulness by our utilities at home is rare, and thus a very pleasant welcome to Louisiana.

We were pleased to be able to purchase a comparable clock for less than the amount of your check, which accounts for the enclosed dollar.

Again, we wish to thank you for helping to make our visit in Louisiana more pleasant.

Yours very truly,
Dr. Frank A. Guthrie
Professor of Chemistry

This led us to wonder just how closely the cash is checked at GSU and we ran across the following letter from some years back.

Mr. Eugene E. Pettis
2419 Edison
Detroit, Michigan
Dear Customer:

We are enclosing final bill for services rendered at 101 Knox Street, Orange, Texas, covering period 8-24-56 to 9-6-56 in the amount of \$1.92, plus arrears of \$3.56, totaling \$5.48.

Your deposit plus interest totaling \$5.38 results in an unpaid balance of \$0.10.

Payment in the amount of \$0.10 will be appreciated.

Yours very truly,
Gulf States Utilities Company



Executives and Their Sen

Editor's note: The following article by John D. Garwood, dean of the faculty at Fort Hays Kansas State College, is reprinted from the March issue of Public Utilities Fortnightly.

KNOWLEDGE IN THE twentieth century is pyramiding by geometric progression; it is doubling about every fifteen years. Corollary to this affluence in knowledge in the United States is that of our Gross National Product, a figure approaching a trillion dollars annually.

As a people, our sense of values, our priorities, have not kept pace with the growth of the GNP and the accumulation of knowledge. From an individual and collective point of view this is the great weakness of our society. Values are expressed in attitudes an individual or society adopts.

Studies show that for most people 85 per cent of success in life is due to that person's sense of values and 15 per cent due to ability.

In spite of change which occurs everywhere in life, it seems to me that there are some desirable components in our scheme of values which do not change. They were as pertinent in 1900 as in 1967. They will be as significant in the year 2000 as in 1900.

Excellence of Performance

It seems to me that any system of values in an institution or of an individual ought to be one which calls for nothing short of excellence.

The report of the Rockefeller Brothers Fund noted: "If we ask what our society inspires in the way of high performance, we are led to the conclusion that we have, to a startling degree, lost the gift for demanding high performance of ourselves."

Dr. John W. Gardner, former president of Carnegie Foundation, put it this way. "An excellent plumber is infinitely more admirable than an incom-

petent philosopher. The society which scorns excellence in plumbing because plumbing is a humble activity and tolerates shoddiness in philosophy because it is an exalted activity, will have neither good plumbing nor good philosophy. Neither its pipes nor its theories will hold water."

Excellence may exist everywhere in life—in human relations, in craftsmanship, in leadership, in parental responsibilities, in operating an elevator, or in allocating \$50 million to a new project. Excellence calls for establishing priorities of action wherever man may be.

Too frequently, the tremendous glacier-like mass of mediocrity is accepted by the majority as "good enough." This is the time of the underachiever, easily attained goals, careless work habits, eager conformity, the man with one foot on base.

Positive Thinking

Research indicates that less than 20 per cent of employees ever want to be promoted. This is due to a fear that they will not make good, coupled with a negative dislike for responsibility.

Douglas Lurton in his book, "The Power of Positive Living," notes a number of negative factors which prevent people from moving ahead. These so-called red lights include noncooperation—plain ordinary mulishness, absenteeism—cannot be bothered with being on the job, trouble making, vicious gossip, carelessness, disagreeableness, loafing, too easygoing, temper, vagueness of objective, too impulsive—jumping before looking, failure to follow through with duties, impatient, unduly sensitive, too easily discouraged, tactless, lacking in confidence, little pride in accomplishment, too critical, procrastination, talks too much or too little, little or no initiative and little or no enthusiasm.

se of Values

To sum it up, a positive attitude toward life creates positive responses. Successful people accent the positive which emphasizes the constructive rather than the negative side of life. As Douglas Lurton phrases it, "Success has ever lavished her desirable charms on those who deliberately or instinctively adopted the positive attitude. Success abhors the negative. Failure, however, with a natural affinity for the negative folk, has marked them for her own."

Living A Day At A Time

Too many people spend half their lives living in the future. They dissipate their time, their energy, their thoughts, reacting to situations which probably will never occur. This "dream world" saps their creativity.

Life follows the geometrical axiom that the whole is equal to the sum of its parts. Life is simply a succession of small units called days. The successful man lives each day to the fullest as it is life.

Think Critically

An attribute present in anyone who leads is that of an ability and a willingness to think critically on issues ranging from personnel problems in the office to government decision making as it affects company policy.

Life is not like a television movie where things are black or white. Life contains many shadings of grey and here is where most decisions are made.

In Dostoevski's "Crime and Punishment," the small son would have attempted to stop a brute-like peasant from needlessly and mercilessly beating a helpless horse to death. The father said, "Come on, that's none of your business." But the small son somehow knew that it was his business and he put his arms around the neck of the fallen dead animal and kissed it full on its lips. Any man's refusal to

take a stand on a matter of right and wrong tends to create a world which refuses to differentiate between right and wrong.

Life consists of the selection of alternatives. For those in position of authority an accurate and critical evaluation of the alternatives is an essential qualification of leadership. Most decision making is not between polarized alternatives but in areas where to obtain value A, value B must be given up. There must be careful counting of the cost.

Integrity

I would like to add a catalyst to all the attributes noted above. That catalyst is integrity. In the war in Korea in the fifties, General Dean was captured by the communists, taken to an isolated prison camp and told that he had but a few minutes to write a letter to his family. The implication was that he was to be executed shortly.

General Dean's letter was brief. "Tell Bill," he wrote, "the word is integrity." He did not say success or glamour or security. He said the word was integrity. It is the cohesive quality of a man's life.

The famous philosopher and historian Arnold Toynbee states that of twenty-one civilizations in the past, nineteen were destroyed, not from forces exterior to them, but from an evaporation of belief within.

Conclusion

A company is composed of people. The success of that company is a summation of the successes of the individuals who make up that company.

The effectiveness of a person is directly related to his sense of values, his priorities in life, what things are important to him.



It seems to me that if a man calls upon himself for excellence of performance, if he thinks positively, if he lives each day to the fullest as he passes through it, if he thinks critically on alternatives, which confront him, if he gives of himself where he has a commitment, and if that man is a man of integrity, he will become a leader among leaders and society will recognize him as such.

LETTERS

From employees, customers and friends of GSU

NAVASOTA

Gulf States Utilities Company
Navasota, Texas 77868

Gentlemen:

I want to express my personal appreciation, as well as that of the Defense Department, for the support you have given to the Army Reserve Program. As an employer you contribute much to the security of the nation and overall readiness of the military by willingly permitting individual reservists the opportunity to attend Annual Summer Training.

This two week period at an Active Army Post is the climax of each year's training and enables the entire unit to work together as a team. By allowing individuals time off from their important tasks with your firm, you not only insure a better trained reserve but also help foster the American way of life. Without the support of employers such as you, the Reserve Program could not succeed.

I cordially invite you to visit our Armory or summer field training periods at any time.

Sincerely yours,

Joe G. Hanover
Brigadier General USAR
Commanding

PORT ARTHUR

Gulf States Utilities Co.
1500 9th Ave.
Port Arthur, Texas

To Whom It May Concern:

This is just a note of appreciation for the prompt and efficient service we have always received from you.

I especially want to thank you for the many, many times during the past years that you have come out to "fix" the street light outside my house.

Very truly yours,

Mrs. George Turner

BEAUMONT

Mr. Robert W. Mathews
Gulf States Utilities
Lock Drawer 2951
Beaumont, Texas 77704

Dear Mr. Mathews:

Thank you for sending a copy of "Plain Talks News" and pointing out the article on Southwestern.

We appreciate the coverage and the inclusion of higher education in this issue.

Call us again when you have space and wish to use anything on Southwestern

Sincerely,

Marie J. Mamalakis
Director of Publications

Gulf States Utilities Company
P. O. Box 2951
Beaumont, Texas 77704
Attention: Personnel Director

Dear Sir:

Hundreds of Boy Scouts this summer received the thrill and adventure of a week at summer camp because of men who give unselfishly of their time and interest. These are the Scoutmasters, Assistants, and Troop Committeemen of the 3600 Boy Scouts in the Trinity-Neches Council.

We wanted you to know that William C. Tolbert who is employed by your company spent a week of his vacation this summer with his Scouts at our Camp Urland at Woodville, Texas.

We are thrilled and honored to have men like this work as leaders in Scouting to help the boys of our communities today become the leaders of tomorrow. We count this man as a leader in our community and know that you do too.

Sincerely,

George B. Morgan
Council President

Robert M. Shoemaker
Scout Executive

Editor's note:

This is the only letter on this subject which came across my desk but I am certain that many more were received by the Company. All GSU men and women like Bill Tolbert, engineering design in Beaumont, who work with scouting, giving of their vacations and other spare hours throughout the year, deserve profound thanks. It is a great service which they perform and Plain Talks wishes to salute each of them and say thanks. There are few juvenile delinquents among scouts and few former scouts among inmates in our country's prisons.

12,000 Have Been Installed

Dusk-To-Dawn Lighting Provides Many Benefits at Small Cost

New dusk-to-dawn lights are going on all over the GSU service area. More than 12,000 have been installed.

Most of the installations are the result of personal salesmanship and the stepped up use of advertising. Newspapers have been used along with special campaigns.

An additional reason for the acceleration in sales is brought about by the lights helping to sell themselves, according to Dick Landry, lighting sales supervisor. "A customer sees a dusk-to-dawn light on someone else's property and calls to see about getting some light for his own place," Landry explains.

While the dusk-to-dawn lights have been available through the Company since 1961, few sales were made until a vigorous sales promotion campaign began in 1963.

The light's security and safety features bring in most of the new customers. Police authorities say light holds down crime and they have the statistics to prove it. The crime rate invariably goes down as illuminating levels go up. Given two similar pieces of property, the one that has outdoor illumination is far less susceptible to theft and vandalism than the dark one is.

Simplicity of the installation from the customer's viewpoint is another factor behind sales increases. The Company not only offers and installs quality equipment but makes only a small monthly addition to the customer's electric bill.

The charge, fixed from time of installation, is approximately \$3.25 for a

modern mercury vapor 175-watt, 7,000 lumen Luminaire.

The variety of installations has been great. They have gone into residential areas, have been put behind store buildings where burglary rates were high, and they have been popular on farms, where work often starts long before daylight and goes on long after dark.

For filling in valleys in the Company's load pattern, dusk-to-dawn illumination is an excellent type of business. It requires generation only during the hours when power production has the most to spare.



GSU servicemen install one of more than 12,000 dusk-to-dawn lights that are now in operation in our Company's service area. A vigorous sales campaign begun in 1963 has resulted in the wide-spread use of the lights. Light is a proven crime fighter and the dusk-to-dawn variety is simple to install and adds only a small charge to the monthly electric bill.



Besides guarding against theft and vandalism, the dusk-to-dawn light comes in handy in rural areas where work often begins before the sun rises and continues after dark. The lights also require generation of electricity during the hours when GSU has the most spare power.

Joe McClelland



Dick



Judy Moore



Robert Perdue



Bobby Willis



Mildred Tribble



Bernice

RINGS AROUND THE SYSTEM

Frank Delage



YOU CAN CONDUCT A LOT OF business nowadays without ever seeing the person you're talking to, but after years or months of talking long distance to a "voice" on the other end of a telephone line, a person begins to wonder just what the other "voice" looks like.

Judy Moore, departmental clerk—Beaumont, says "I've often wondered what Kathy Henson in the storeroom in Baton Rouge looks like. I'd picture her as small and vivacious but I have no way of knowing if that's right. I'll look her up and find out, though, if I ever get to Baton Rouge."

"Judy would have to be a small, slim person," said Kathy Henson of Judy Moore. "She has a good sense of humor and sounds highly efficient over the phone."

Kathy went on to describe Judy as having long brown hair, and green eyes. She said she felt Judy was married, in her early twenties, with no children.

Well, Judy is engaged to be married, has no children, has gray eyes and reddish blonde hair. She is in her twenties though and she does have a good sense of humor so Kathy was right there . . . at least.

"I get them right more often than not," said Bernice Warren, telephone operator—Navasota. "Usually when I get a picture of someone I've spoken to several times, I find that they look just about as I had them pictured in my mind."

Bernice said she had spoken to Mildred Tribble, home economist in Baton Rouge, many times, though, and wondered what she looked like.

Robert Perdue, assistant chief system operator—Beaumont, disagrees with Bernice. "You can form a mental picture of someone but usually when you meet them you find you're way off," says Robert. "I think from somebody's voice that he's a real little fellow, but I'll meet him and he'll be a great big guy."

"People I've never seen call here and speak to me every day," says Peggy Stout, records department—Beaumont. "Some of them I know I could be fast friends with if only I could meet them. You can tell a lot about a person by the way he or she speaks over the phone."

Joe McClelland, industrial engineer—Navasota, says that he seldom worries about what a person looks like when he speaks to them over the phone. "I think of each person I speak to as a certain type of personality rather than trying to picture him as short or tall or fat or slim."

"Once I talked almost daily with a service man from Kountze for several years and never did get to see him," says Frank Delage, chief system operator—Beaumont. "I was at my mother's house in New Roads, Louisiana, once when she needed a service man. I went and got one for her and he turned out to be this fellow from Kountze who had just recently been transferred to New Roads."

"It's surprising how you'll picture somebody and he will turn out to be completely the opposite," notes Bobby Willis, assistant purchasing agent—Beaumont. "I speak to Dick Heinen, (T&D—Lake Charles) all the time and I had him figured as being a real big fellow but I've been told he's real thin. I'd be interested in seeing what he really looks like."

All of this will probably be changed at some time in the future when telephones will be connected with television receivers so that you can see who you're talking to. But until the rest of the technical and economic bugs are whipped, GSU communications men point out that employees must be satisfied with conducting long distance business without seeing the person at the other end of the line.

Kathy Henson



Peggy Stout



Lewis Guthrie, Percy Levine Are Named To New Posts in Lake Charles Division



Lewis C. Guthrie



Percy L. Levine

Two promotions in the Lake Charles Division became effective recently.

Lewis C. Guthrie, Jr., formerly operating supervisor-T&D in Lake Charles, was made operating superintendent and Percy L. Levine, formerly repairman first class, has been promoted to maintenance planner at Nelson Station.

Mr. Guthrie joined the Company as a junior engineer on a training program in 1950 in Beaumont. He was transferred to Baton Rouge and rose to engineer there.

In 1956 he moved back to Beaumont and was project engineer and later application engineer in the standards group. He became division engineer in T&D and then supervisor of standards.

In 1965 he was made operating supervisor in the T&D department in Lake Charles.

He and his wife, the former Jacqueline Carswell of Taylor, Tex., have four

youngsters. Cindy is the head marjorette at LeGrange Senior High School in Lake Charles and will be a senior this year. Jackie Lew is in the ninth grade at Welsh Junior High, Louis III is a seventh grader at Welsh and Cassandra is in the third grade at Prien Lake Elementary.

Mr. Guthrie, who joined GSU immediately after graduation, holds a B.S. in electrical engineering from the University of Texas.

He is a member of the Lake Charles Chamber of Commerce, on the board of directors of the Lake Charles Little League, and president of the LaGrange Band Boosters. The family attends the First Presbyterian Church of Lake Charles.

A graduate of Murphy High School in Mobile, Ala., Mr. Levine has been with GSU since 1958. Previous to that he spent four years in the Coast Guard and worked for American Bosch Co. in Mobile.

Mr. Levine joined the Company as a mechanical helper at the Riverside plant and was transferred to Nelson Station in 1959. It was there that he worked his way up to repairman first class.

He and his wife, the former Jeanne Faupel, of Cumberland, Md., have three children. Michael is nine and a little leaguer, Jeri, the girl, is seven and Todd is four. All three attend Westwood Elementary in Westlake where the Levines live.

The family attends St. John Bosco Catholic Church. Mr. Levine is active in Boy Scouting work and he is secretary-treasurer of the amateur radio club in Lake Charles.



Handing out certificates after this group of Campfire Girls completed their Youth Cooking Classes are JoAnn Smith, left, and Sue Hawthorne, home service advisers—Beaumont. The youngsters spent an enjoyable two days learning cooking, grooming and good manners and using electrical helpers.

Gas Employees Compile Enviably Safe Record

For the seventh consecutive year our Company's Baton Rouge Gas Department employees have achieved recognition for a "zero" frequency lost-time accident rating.

According to the American Gas Association's annual report on the "1966 Employee Disabling Injury Experience of the Gas Industry," GSU Gas Department employees worked a total of 238,005 hours during 1966 with no disabling injuries. The Gas Department's last lost-time injury was on January 3, 1959. Since that time, employees have worked 1,868,961 safe man hours.

The A.G.A.'s Bureau of Statistics, which compiles the Disabling Injury Report, compares the frequency of disabling injuries and severity rates of 674 gas utility and pipeline companies throughout the United States. The 674 companies represent 97.4% of the industry's employees.

The gas department had an average of 124 employees during 1966 in compiling the record, according to the report.

"Any time you have zero frequency, you have to be pleased," said Ralph Shirley, Baton Rouge safety representative.

"These employees are a bunch of safety minded men," Shirley said, "They are doing what they know how to do, and they are very cautious."

Safety comes down to a matter of individual effort, Shirley said, with each man following the prescribed safety rules under good supervision.

"And the gas department employees are doing a wonderful job," he added.

Speed of Light

O MONEY, MONEY, MONEY, I am not necessarily one of those who thinks thee holy,

But, I often wonder how canst thou go out so fast when thou comest in so slowly. (Ogden Nash)



Baton Rouge graduates of the EEI Home Study Course in heating and air conditioning shown receiving their degrees from V. M. Shaw (top photo) from left are Ed Loggins, Walter Benjamin and Herbert DeLaune. Below, Marcus Andrews presents degrees to Tom Allen, Aubrey Glover and Donald Hood.



SERVICE AWARDS

FORTY YEARS



W. E. Dinkins
Executive
Conroe



C. P. Shirey
Personnel
Beaumont

THIRTY YEARS



Price A. Adams
Gas
Baton Rouge



J. W. Atkins
T&D
Beaumont



Howard Blanchard
T&D
Baton Rouge



W. M. Hurt
Treas.-Budg.
Beaumont



Cecil Jenkins
T&D
Baton Rouge



John W. Lamm, Jr.
Executive
Lafayette



Edward C. McGehee
Production
Nelson Station

TWENTY YEARS



Edward J. Belair
Treas.-Acctng.
Jennings



L. P. Cammack, Jr.
T&D
Beaumont



R. C. Cowen
Treas.-Acctng.
Navasota



Robert J. Furlow
Production
Louisiana Station



Daniel O. Gipson
Production
Nelson Station



W. O. Lepine
T&D
Baton Rouge



John Sheets, Jr.
T&D
Baton Rouge



Leroy Winbush
Production
Lake Charles



H. O. Wood
Treas.-Acctng.
Port Arthur

TEN YEARS



Joseph C. Bordelon
T&D
Baton Rouge



Vernon V. Boudreaux
Production-System
Beaumont



J. W. Bouge
Engineering Design
Beaumont



Charles A. Collier
Information &
Data Services
Beaumont



Raleigh E. Cunningham
Information &
Data Services
Beaumont



Peter Hall
Gas
Baton Rouge



Billy E. Harland
T&D
Beaumont



Edgar Johnson
T&D
Baton Rouge



Paul T. LaPointe
T&D
Lafayette



Paul A. LeJeune
T&D
Baton Rouge



Charles A. McNeely
T&D
Beaumont



Jeanette Roberts
Treasury-Acctng.
Denham Springs



Donald Sullivan
Sales
Baton Rouge



Jerry D. Walker
T&D
Baton Rouge



Edythe S. Waltmon
T&D
Beaumont



Jack B. Waltrip
Sales
Baton Rouge

Special Training Class Prepares Crew To Handle Generating Unit

When the new unit goes into service at Willow Glen Station in late 1968 or early 1969 a sufficient number of trained personnel will be on hand to man the facility thanks to a new training program instituted at Louisiana Station.

The training of nine additional employees to step into new jobs overburdened usual training procedures and the special program had to be organized.

The first phase of the program was recently completed, but other phases will continue into the second quarter of 1968. Being trained is the group of employees in each operating job which will be affected by moving personnel to Willow Glen.

Howard Chaney, operations supervisor—Louisiana Station, and J. D. Fleming, superintendent—Louisiana Station, worked up the plan which included five days of classroom work and five days of field instruction. The first class was taught on August 14.

The program emphasized power plant

basics, specific power plant equipment, and operator duties.

Dewey Raborn, operating engineer—Louisiana Station, and E. C. Kopp, station engineer—Louisiana Station, were in charge of the class. Special lectures were given by L. Young, chief chemical engineer; George Anderson, maintenance foreman; A. P. Lusk, maintenance foreman; Roy J. West, electrical supervisor; Max May, test foreman; Floyd Langlois, supervisor of planning; and Thomas Thigpen, maintenance planner all of Louisiana Station.

G. Gaudet, mechanic's helper—Beaumont, was the only member of the training class not from Louisiana Station. Other class members, all operator's helpers, were: L. W. Martin, L. G. Peppers, M. R. Hayes, M. M. Mitchell, D. B. Probst and J. T. Veatch.

Upon completion of the training program qualified operating personnel will be available to man higher classification jobs at Louisiana and Willow Glen Stations.



Recent participants in the new training program at Louisiana Station were: first row from left: L. G. Peppers, J. T. Veatch and M. M. Mitchell; second row: G. Gaudet, M. R. Hayes, L. W. Martin and D. B. Probst; third row: D. Raborn, G. Anderson, A. P. Lusk, M. May and L. Young; fourth row: E. C. Kopp, H. Chaney, F. Langlois, R. J. West, T. Thigpen and J. D. Fleming.

Texas Driver Laws Get Stronger 'Bite'

A new set of ground rules for Texas' 5½ million licensed drivers went into effect August 28 when several new traffic safety laws became effective.

Motorists who do not bother to get a driver's license will be faced with fines up to \$500 plus the possibility of jail sentences ranging from 72 hours to 6 months for habitual violators.

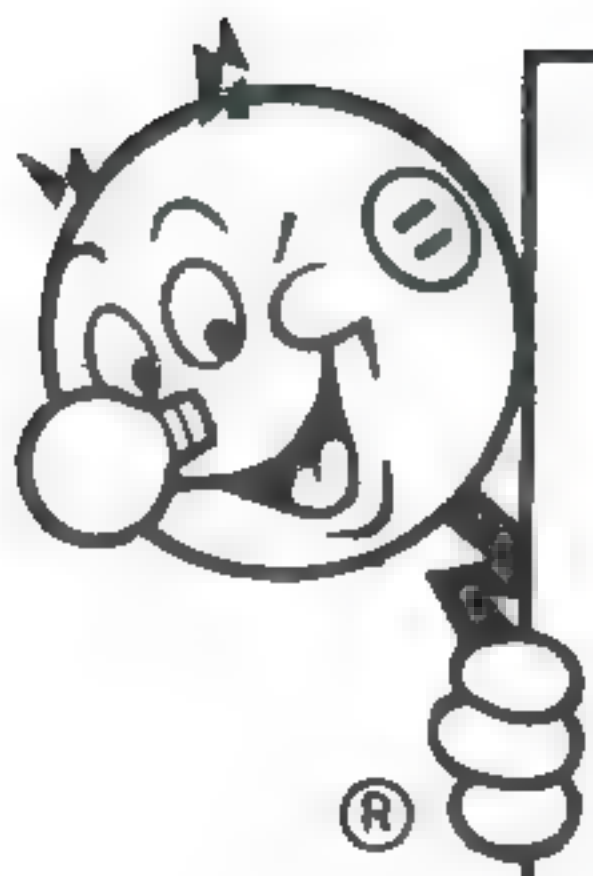
"These are the teeth in the driver license law that have been needed for a long time". Robert F. Miller, president, Texans For Traffic Safety said in commenting on the new laws.

New minimum driver licensing ages became effective August 28. Eighteen years is the minimum age for a regular drivers license unless an approved course of driver education has been passed by the applicant. With driver education, operators licenses can be issued at 16.

An instruction permit may be issued by the Department of Public Safety to persons 15 years of age who have satisfactorily completed the classroom phase of an approved driver education course and have passed all but the "behind the wheel" part of the driver license examination. This provision is in the law to permit the beginning driver to legally get "behind the wheel" in driver training. When a driver with an instruction permit is driving, a licensed operator who is at least 21 years old must accompany and sit beside him.

Provisional drivers licenses will be issued to all persons under 21 years of age. These licenses will be clearly designated as provisional permits to drive.

"These new laws will not be worth the paper they are written on if they are not vigorously enforced in every town and county in the State." Mr. Miller said. "Well trained policemen in sufficient numbers to patrol the streets and highways must be on the job. We must remember that 3,406 human beings were killed in Texas traffic accidents last year and another 208,315 injured. Traffic law officers can help prevent accidents."



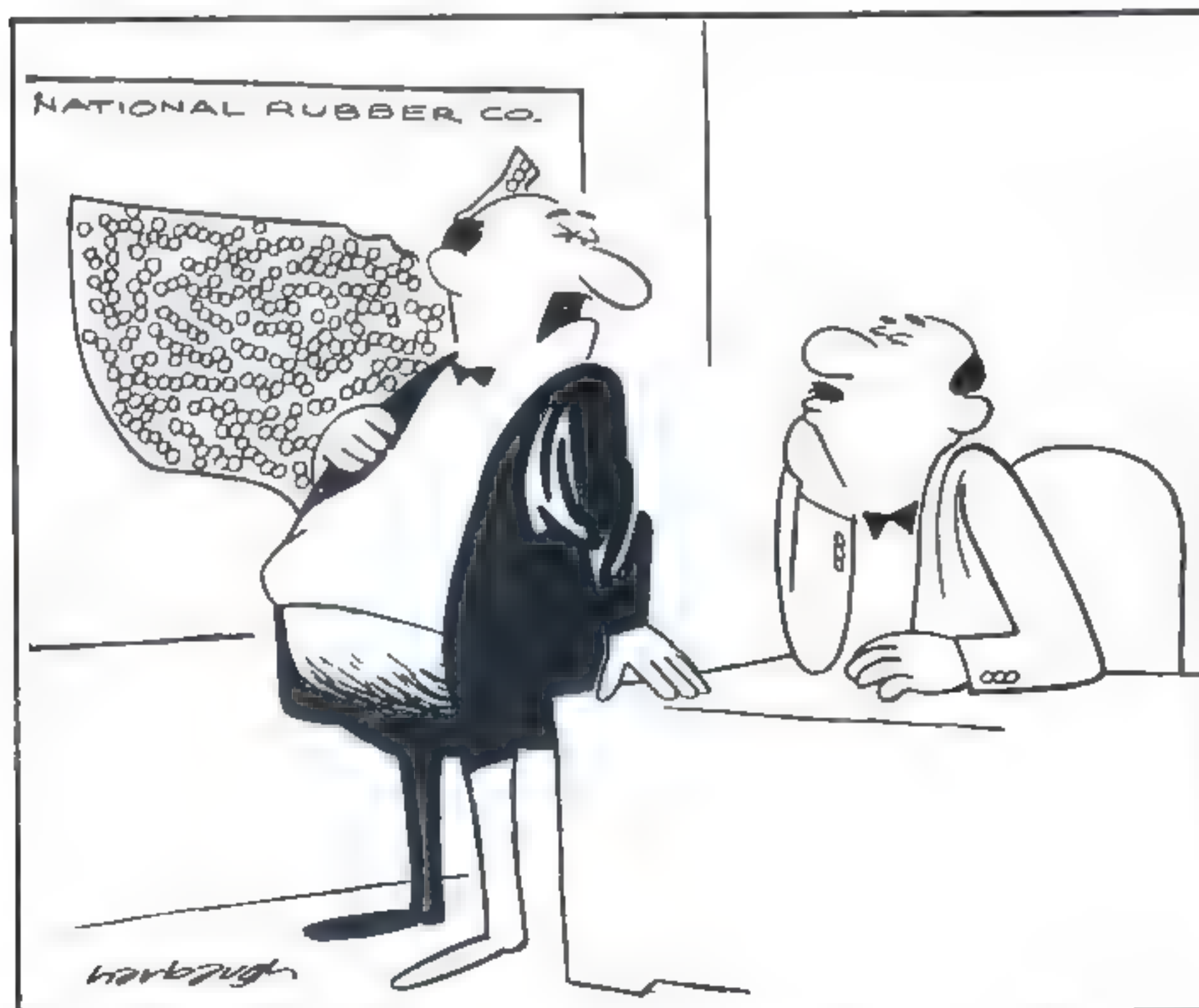
Reddi Quips



"Tough day?"

A man walked into a shop that had a sign on the front "WE SWAP ANYTHING." I'd like to swap one forty-year-old wife for two twenty-year-olds, if that is possible." At this the clerk replied, "We'll be happy to sir, but it's easy to see that you're not wired for 220."

— Anonymous



"Last week, three of our own salesmen called on us."

It seems a Catholic priest, a Protestant preacher, and a Jewish rabbi were out fishing one day and got into an argument over whose faith was the strongest. The priest proclaimed that his faith was so strong that he could walk on water and promptly demonstrated the truth of his statement by stepping from the boat and gingerly tip-toeing over the waves toward the shore. The preacher, not to be outdone, then arose and he too made his way across the open water.

The rabbi then stood in the boat, and loudly proclaiming that his faith was at least as strong as that of the first two, stepped from the boat with a swash and promptly sank to the bottom of the lake.

The priest then leaned toward the preacher, standing high and dry beside him on the shore, and said, "Well reverend, what do you think? Should we tell him where the stumps are?"

— Walt Wright



"Why not drop over Baby, the boss has gone for the day."

Grandpa's advice on keeping peace in the family is to let mama know who's boss from the start. As he and Granny were leaving the church on their wedding day the old horse balked. Grandpa said "That's one." A little further down the road the horse balked again—"That's two." About a mile further the old horse stopped again and without a word, Grandpa calmly went around front and shot the horse between the eyes. At this Grandma said, "That's the meanest and cruelest thing I've ever seen in my life." Grandpa looked sternly at her and holding one finger up said "That's one."

— Anonymous

BOOKS

Available To Employees From GSU's Beaumont Library

A Programmed Course in Basic Electricity. A tested procedure for taking the first step toward electronic specialization. There is one major prerequisite for the successful completion of this course: interest.

The Babcock & Wilcox Company 1867-1967 by M. Nielsen, (pamphlet) History of the Babcock and Wilcox Company.

The Will to Manage by Marvin Bower. Businessmen who want to manage the growth of their companies will find the author's discussion of the basic managing processes especially helpful. He shows how they can be fitted into a tailor-made system of programmed management that provides the mechanism and the motive power for dynamic corporate performance.

Programmed Instruction: A Manual of Programming Techniques by Dale M. Brethower. Manual designed both for people who want to learn about programmed instruction and those who want to learn to write programs. The emphasis is on learning to write programs. Technical terms are introduced to aid communication between the author and the student who uses the manual and to give the latter most of the vocabulary necessary to enable him to communicate meaningfully about self-instructional programming.

Institutional Investors—An Appraisal of Policies and Practices. Report based on a special AMA Briefing Session on Institutional Investors which was held in November 1966. This report is intended for thoughtful leaders who want to consider the impact of these changes on the management of their corporate affairs.

Electrical Transmission and Distribution Reference Book (Revised Edition) A fourth and completely rewritten edition is presented and contains essentially the material of the previous three editions—Excitation Systems, Applications of Capacitors to Power Systems, and Power

Line Carrier Application. Much of the material used has been the results of cooperative studies of mutual problems with engineers of electric-power companies the conductor and cable manufacturers, and the communication companies.

Energy R&D and National Progress (Reference) A comprehensive study of the development and utilization of our total energy resources to aid in determining the most effective allocation of our research and development resources.

Energy R&D National Progress: Findings and Conclusions (Reference) Findings and conclusions of the study of the development and utilization of our total energy resources to aid in determining the most effective allocation of our research and development resources.

Interest Tables 0 to 25 Percent. Interest tables are in 0.25 percent increments from 0 to 15 percent, and in 0.50 percent increments from 15 to 25 percent.

Expense Account Control by John N. Tausig. Report proposes to show the degrees of success or failure now being encountered in expense account practices.

Tales from the Big Thicket by Francis E. Abernathy. The Big Thicket is as much a product of the imagination and wishful thinking as it is a geographical area. It represents the Great Unknown to the mind cluttered with trade names in a society labeled and categorized.

Program for Advancing Underground Electric Power Transmission Technology. Report to the President which presents an accelerated plan to place transmission lines underground within a reasonable period of time.

The Symphony of Life by Donald Hatch Andrews. A summing-up of the author's thinking on matters scientific and spiritual, over a period of many years.

The Rock Art of Texas Indians by W. W. Newcomb, Jr. Early Indians, at different times and places and in a variety of styles, carved and painted their art from Paint Rock in West Central Texas to the canyons of the Big Bend, from the Canadian River Valley in the Panhandle to the Ruedo Tanks near El Paso. Much rock art was no doubt born of magical and religious beliefs, or it served to illustrate myths, but some apparently commemorated actual events and some seems to have only tallies or messages.

SPINMAP Final Report. Stanford proposal for an international network for meteorological analyses and prediction—an interdisciplinary engineering course in space systems engineering.

Techniques of Industrial Development by Howard D. Bessire. Written for those who are engaged in or who are contemplating an industrial development program for their community or area. For the civic and political leader, it is a guidebook. For the practitioner, it is a vocational textbook. For all, it is a most valuable tool in a successful operation.

What Price Public Power by Admiral Ben Moreel and **Hydro Power in a Sound National Water Policy** by Carey H. Brown. An analysis by the Chairman of the Task Force on Water Resources and Power of the Hoover Commission. The over-zealous quest of public money for works of mainly local utility, doubtful merit, and of doubtful justification in a country dedicated to free enterprise, is the greatest single obstacle to a sound water resource development program. These papers were presented at the Annual Meeting Association of Edison Illuminating Companies.

Reservoirs in the United States by R. O. R. Martin and Ronald L. Hanson. This report summarizes the storage capacities and related data of reservoirs and controlled natural lakes for the conterminous United States, Alaska, Hawaii and the Commonwealth of Puerto Rico. Data are given for all storage facilities having a usable capacity of 5,000 acre-feet or more and completed or under construction as January 1, 1963.

Majestic Beauty of Alaska Highlights Dream Vacation of M. H. Elissalde

Once in a lifetime everyone takes a vacation which he never stops talking about as long as he lives. M. H. Elissalde, engineer design standards—Beaumont, just returned from such a trip.

Mr. Elissalde spent a month visiting his daughter in Anchorage, Alaska.

"They had what they called 19 hours and 20 minutes of daylight most of the time we were there," he says, "but as far as I'm concerned it never did get dark." The long days were filled with excitement for Mr. Elissalde and his wife.

"I had never seen a glacier before we went to Portage in the Chugach Mountain Range one day. They were absolutely beautiful. The Elissaldes saw broken icebergs floating in the lake.



Paul L. Trumble, left, and Dexter Whatley, both of Beaumont, were sponsored by Gulf States at the annual Forestry Shortcourse at Camp Niwana, near Woodville. The boys are demonstrating the correct way to plant a pine seedling.

"I've never seen such a beautiful shade of blue," he says.

Mr. Elissalde also got in quite a bit of fishing on his trip. "From the plane, as we flew from the fishing camp, we could see the salmon migrating upstream in great numbers."

Mama, papa and baby bear were also seen fishing along the river bank.

Apparently his luck was good too, for he caught so many rainbow trout, whitefish, silver salmon, and red salmon that he had some canned to bring home. "We'll have fish for quite some time," he says.

Mrs. Elissalde particularly enjoyed the beautiful Alaskan wild flowers that spring up everywhere as soon as the weather gets warm. "I've never seen so many flowers," said Mr. Elissalde.

The Elissaldes were lucky in that they happened to go to Alaska at this time for it was the year for the 100th Centennial celebration. "There were eskimos giving demonstrations and doing dances for the crowds."

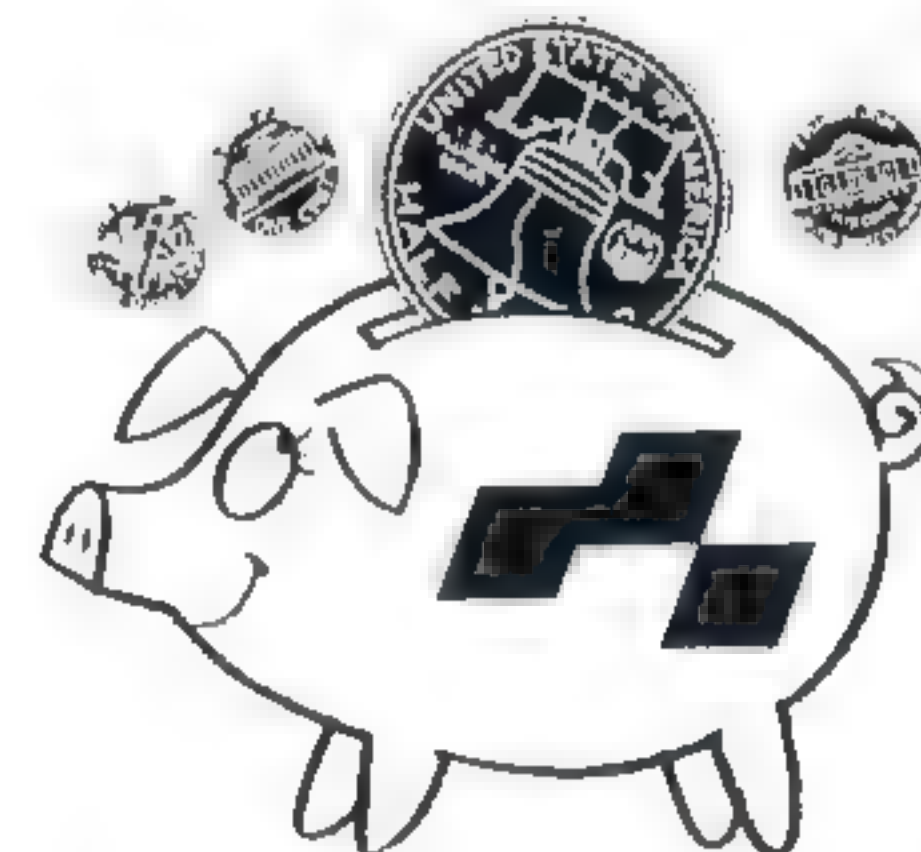
A good Gulf Stater for the past 32 years, Mr. Elissalde noted that high lines and distribution lines didn't have any statics on them. His daughter told him that in the years that she had been there she didn't remember ever having seen lightening anyway.

One day, though, a storm came up and a transformer in Anchorage was burned out by lightening. This made headlines. "I remember thinking," Mr. Elissalde recalls with a smile, "if only our transformers would get struck seldom enough to make headlines."

Asked if he'd like to return to Alaska sometime, Mr. Elissalde answers with a hearty, "You bet!"



Pictured above holding the ones that didn't get away is one Gulf Stater who did. M. H. Elissalde took the vacation of a lifetime visiting his daughter in Anchorage, and touring and fishing throughout Alaska.



Thrift Plan

PURCHASES OF GSU stock made by the Trustee during August covering employee deductions and Company contributions through July were as follows:

2365 shares of common stock at a total cost of \$59,042.44 or an average cost of \$24.965.

52 shares of \$4.40 preferred stock at a total cost of \$4,074.61 or an average cost per share of \$78.358.

These costs included brokerage and commission fees.

The Trustee also deposited \$20,312.88 with the Savings Department of the First Security National Bank of Beaumont.

Thigpen, Smith Receive Promotions To Maintenance Planner, Foreman

Promotions recently went to two men at Louisiana Station.

Thomas C. Thigpen, Jr., formerly electrician first class, was made maintenance planner and Jimmie Smith went from maintenance planner to mechanical maintenance foreman.

Mr. Thigpen has been with GSU since his release from the U. S. Navy in 1952. He graduated from Baton Rouge High School and attended LSU before going into the service.

His first job with Gulf States was as a helper in the electric department. From there he progressed to electrician first class.

Mr. Thigpen and his wife, the former Mary Alexander of Jayess, Miss., have two children. Thomas Keith, a projected first stringer for the coming football season, is 11 and Alex Daryl is 10. Both attend Clairborne Elementary in Baton Rouge.

The Thigpens are members of the Weller Avenue Baptist Church.

Mr. Smith joined Gulf States in 1948, as a mechanic's helper at Louisiana Station. He was promoted to repairman first class in 1953 and maintenance planner last year.

Although a native of Dallas, Tex., Mr. Smith was raised and educated in Baton Rouge. He is a graduate of Istrouma High School and has attended LSU and the Baton Rouge Trade School.

He is married to the former Agnes Babin of Port Allen, La. They have two children, Richard, a senior at Redemptorist High School where he is a member of the Key Club and the band,

and Cheryl a fifth grader at St. Gerard's School. Cheryl is feature twirler with the Redemptorist High Band.

Mr. Smith has been active in East Baton Rouge's United Givers' Fund. He was elected to the board of directors for three terms and served on the executive committee.

He served in World War II with the U.S. Navy as a demobilization specialist. He received private and commercial pilot training and worked for the LSU department of aeronautical research prior to joining our Company.

Mr. Smith served for nine years as an executive committeeman of the Independent Electrical Workers Union. He was first vice president of IEWU and was a member of the bargaining and central grievance committees. He is a member of the American Legion, the Kilowatt Klub and St. Gerard's Catholic Church.



Thomas C. Thigpen, Jr.



Jimmie Smith



New signs for the doors of all company vehicles are being installed across the system. The specially designed sign being mounted above will be carried by all step-van trucks in the future.



Welcome Aboard!

Alfred E. Aden, Jr., helper, Huntsville
Mary E. Alberto, clerk, Beaumont
John R. Allen, helper in T&D, Denham Springs
Charles J. Arledge, helper, Baton Rouge
Carter E. Atkinson, engineer's helper, Beaumont
Judith C. Bailey, clerk, Baton Rouge
Paul G. Barber, operator's helper, Louisiana Station
Larry J. Bieda, helper, Baton Rouge
James E. Bingham, helper, Orange
Beverly H. Boecher, departmental clerk, Beaumont
Alton J. Borel, Jr., engineer's helper, Port Arthur
Rudolph J. Broussard, laborer, Beaumont Willow Glen Station
Richard L. Browne, mechanic's helper, Roy B. Burden, helper, Huntsville
Glenn Burns, meter reader, Port Arthur
Judith D. Champagne, clerk, Baton Rouge
Winson D. Corkern, helper, Baton Rouge
Barbara Crawford, clerk, Beaumont
Joyce B. Crawford, local office clerk, Silsbee
Marsha K. Creamer, clerk, Beaumont
Janette M. Crochet, local office clerk, Jennings
James R. Davis, meter reader, Dayton
Earnest F. Dawson, Jr., meter reader, Huntsville
Pearl C. Dispenza, departmental clerk, Baton Rouge
Gordon D. Ellis, Jr., helper, Baton Rouge
Judy R. Firmin, clerk, Baton Rouge
Rande L. Gardiner, engineer's helper, Baton Rouge
David S. Gaston, helper, Port Arthur
James L. Glascock, residential sales representative, Baton Rouge
Dorothy B. Gooch, stenographer, Beaumont
Johnny A. Grimsley, helper, Cleveland
Linda L. Hadden, clerk, Beaumont
Sue L. Hallack, clerk, Baton Rouge

Charles H. Hardison, helper, Baton Rouge
Gloria L. Harrison, departmental clerk, Baton Rouge
Glenda S. Harper, departmental clerk, Beaumont
Clara H. Hartness, comptometer operator, Beaumont
David M. Harvey, operator's helper, Neches Station
Thelma M. Hawthorne, home service advisor, Beaumont
Marshall R. Hayes, operator's helper, Louisiana Station
Marlene R. Hayden, departmental clerk, Baton Rouge
Albert Holland, laborer, Willow Glen Station
Ronald T. Hollomon, meter reader, Beaumont
W. C. Howard, laborer, Sabine Station
Harriet E. Johnson, local office clerk, Hull
Martin E. Johnson, meter reader, Port Allen
Mark L. Juneau, helper in T&D, Baton Rouge
George E. Kelley, assistant purchasing agent, Baton Rouge
Noel A. King, meter reader, Gonzales
Paul L. Lane, engineer's helper, Beaumont
Earl B. Landry, Jr., mechanic's helper, Lloyd J. Landry, helper, Lake Charles
Neches Station
Delton LeCompte, laborer, Lake Charles
Arthur K. Lee, laborer, Lake Charles
Johnson L. Majors, II, engineer's helper, Baton Rouge
Dudley L. Marchand III, operator's helper, Louisiana Station
Jerry D. Marshall, assistant purchasing agent, Beaumont
Nancy G. Matthews, stenographer, Beaumont
Nancy G. McCutcheon, clerk, Baton Rouge
Joseph J. Meaux, Jr., helper, Baton Rouge
Milton M. Mitchell, Jr., operator's helper,

Louisiana Station
Stanley V. Morgan, meter reader, Port Arthur
Gary T. Moore, general clerk, Beaumont
Nathaniel Moore, laborer, Beaumont
Bernice C. Mott, general clerk, Beaumont
Donald Murphy, helper, Jennings
Garry E. Osborn, engineer's helper, Beaumont
Robert D. Ousse, helper in T&D, Lafayette
Joseph D. Pellerin, operator's helper, Louisiana Station
John M. Perkins, general clerk, Beaumont
Sidney J. Prince III, shop and field tester, Port Arthur
Dale W. Probst, operator's helper, Louisiana Station
Lenard Richard, laborer, Beaumont
Willis T. Ricks, II, helper, Beaumont
Michael D. Sadler, mechanics helper, Sabine Station
Linda H. Salts, clerk, Beaumont
Charlotte Sanford, stenographer, Beaumont
Ronald F. Scarborough, engineer's helper, Beaumont
Cynthia C. Sehion, key punch operator, Beaumont
Patrick J. Sheetz, substation operator, Orange
Cynthia G. Sieben, local office clerk, Sulphur
Lynda C. Sitton, departmental clerk, Beaumont
Douglas D. Skinner, operator's helper, Neches Station
Gary L. Slaydon, mechanic's helper, Sabine Station
Charles E. Smith, engineer's helper, Beaumont
Darlene F. Smith, departmental clerk, Beaumont
Charles R. Stephens, mechanic's helper, Neches Station
Daniel C. Tanner, storeroom assistant, Baton Rouge
Bryon D. Tarver, meter reader, Sulphur
Daniel J. Terro, meter reader, Sulphur
Elizabeth M. Weiner, departmental clerk, Baton Rouge
David J. Williams, departmental clerk, Beaumont
John W. Wilson, helper, Baton Rouge
Joyce A. Wilson, clerk, Orange
Ronnie D. Wyble, helper in T&D, Port Arthur
Ronald W. Young, mechanic's helper, Nelson Station



BEAUMONT



Earl A. Sandlin, senior assistant engineer, is shown with his Evening Optimists Little League team. The boys won the league championship. Earl has two sons on the team. Erwin, 12, is a pitcher and third baseman, while Eddie, 10, was a substitute this year. Erwin is second row, third from the left.

Billing Records welcomes Joel Chestnut.

Retired employee, Mary Dewey, breezed by with a dish of fudge and a bubbling recount of her summer trip to California. Mary is still "Mary," to the delight of all she worked with for so many years.

Norma Cole, husband Bill, daughter Dolly and Norma's parents visited Six Flags Over Georgia, Stone Mountain in Georgia, Lookout Mountain in Tennessee and points in Florida on vacation.

Jimmylyu Syme and family toured the various places of interest all over Texas during their vacation.

Norman Ener, supervisor of System Billing Records, left the seashore and

went to the mountains of Tennessee on his vacation.

Our sympathy is extended to June Bobo, on the death of her grandmother.

—Glenda Hinkle



John Patrick Cryer

Congratulations to Mr. & Mrs. James E. Cryer on the birth of a son, John Patrick, August 14, 1967, at St. Elizabeth Hospital. Jim is an engineer in Standards Design—Beaumont.

Kay Hare and husband, Tommy vacationed in Galveston. Tommy owns and manages the "Soul Counts" band which plays each week end in Galveston. The group has also played engagements in Houston and Baton Rouge. Kay is employed in Customer Accounts.

Barbara Blake and husband, Norman, vacationed in Galveston and New Orleans. They toured the French Quarter. Barbara is a stenographer in Customer Accounts.

Allene Cardwell, clerk Customer Accounts and husband, Phillip, vacationed and visited relatives in San Angelo. Their children accompanied them.

Jerry Brown, her husband and children visited relatives in Wichita, Kansas. Jenny's daughter, Janell will be appearing soon in "The Sound of Music" at the Community Little Theatre. Jerry is a clerk in Customer Accounts.

Betty Bass, clerk in Customer Accounts, vacationed in Florida.

Customer Accounts welcomes two new employees, Glynda Melvin, clerk, and Gary Pitts, meter reader. Glynda is a native of Jackson, Mississippi and a graduate of Vidor High School. Gary is a native of Beaumont, a graduate of

Sour Lake High School and attended Stephen F. Austin College in Nacogdoches.

—Dorothy Bass

Congratulations are in order for Paul-ette Roddy who came to work in the advertising department the other day brandishing a shiny new engagement ring. She became the "intended" of Reid Dickard of Nederland, August 9.

Reid is a psychology major at Lamar. They are planning a May wedding.

—Mary Schlicher

NAVASOTA



Mr. A. W. Baird, division manager, proudly displays his home raised pear that weighed over 1½ pounds and measured nearly 14 inches around.

LAFAYETTE

Horace LaCombe, residential salesman, has been appointed, by the Bishop, a member of the school board at Father Teurlings' Central Catholic School. We again salute and congratulate "ToTo" LaCombe.

Happy Birthday to Joseph Gallet, Allen R. Hebert, Henry Buckalew and Corbett LeBlanc who all celebrated birthdays in August.

—Suzanne M. Champagne

PORT ARTHUR



F. T. "Curly" Hargrove, who is completely bald, poses goodnaturedly wearing his new "Sculptured Wig". The rare hair, in reality, is a mass of fine copper wire that Clifford Fruge left on Curly's desk with a note reading, "Curly, this is a wig for you."

We'd like to know Curly, do blondes really have more fun?

—Loraine Dunham

BATON ROUGE

Gulf Staters who may have doubts as to the reality of Colonel Sanders of Kentucky Fried Chicken fame should contact Walt Wright, Advertising Representative in Baton Rouge.

On a recent vacation trip to Michigan Walt and his family stopped for gasoline at a Stuckey's establishment in Henryville, Indiana. Upon parking his car, Walt noticed a rather short man with white hair, mustache and goatee sitting in the car next to him. When this man got out of the car with his white suit, white shirt with black shoe-string tie and carrying a cane, Walt suspected who he might be.

A few minutes later, inside the building, Walt introduced himself to the man. The gentleman replied "Colonel Harlan Sanders."

"Seeing Sanders eating a sandwich was more than I could take without commenting," Wright said. "I asked why he wasn't eating his famous chicken." The Colonel wasted no time in tell-

ing me that he was on his way to a church social and he did have a barrel of chicken in his car. "But," he hastily added, "I thought I had better grab something to eat before I get there 'cause when those people get done with my chicken there probably won't be anything left."

R. W. Jarvis, engineering assistant, T&D, took his family to Hot Springs, Arkansas for their vacation. He said the water was great and the trip was relaxing.

Ed Bourgeois and family did a great deal of sightseeing in Hot Springs, Arkansas. They toured the alligator farm, the national parks, and the Mechanical Village. Ed is an engineering assistant in T&D.

Tom Carr, senior engineering assistant, went to Destin, Florida for two weeks and did some fishing on his vacation. He didn't have any pictures, but you should hear about the ones that got away. Tom said he went on his 29th honeymoon.

—Gwen Blackwell

MARINGOUIN



It was a rare occasion to have Mr. E. A. Kirby pose for the testing of our new camera. As a reward for not breaking the camera, we feel that his face deserves a little space here. Also, because he has worked 7 years in the Baton Rouge Line Dept., 3 years in Port Allen, and for the past 23 years has been labor crew foreman in Maringouin, La. Mr. and Mrs. Kirby made their home in Maringouin, and have two grown children. We salute Mr. Kirby for his service to the Company, for always having a

good word for everyone, and for posing for our new camera.

Edward Kirby

LAKE CHARLES



Meet Jean Burk, departmental clerk, Nelson Station, pictured with her first pay check on her first job. She is a 1967 graduate of LaGrange High School.



Roy Franques, senior engineering assistant—T&D, took two weeks vacation at the end of July.

He played in the Lake Charles men's City Golf Tournament, won the third flight championship, and holds the evidence in his hand. In addition to the trophy there was a \$25.00 gift certificate.

The family also found time for travel along the Gulf Coast from Biloxi to Galveston and "Would You Believe?" found time for a "little" golf at Edgewater Gulf Hotel near Biloxi.

—Carolyn Branch



Families Can Be Fun

WHETHER YOU'VE KNOWN YOUR FAMILY for five years or for 25, there are still things you don't know about them. For instance, they can still surprise you in new situations, and find new ways to make you laugh. To find out "What's new" in your family, stage some "happenings"—family-style.

Whenever possible, take your family by surprise: Go for an unscheduled evening at the bowling alley—the exercise will do everybody good, and you can talk to each other while you bowl! Take them out for an unexpected dinner at a local restaurant or drive-in hamburger stand. Single someone out for a surprise un-birthday party. Or sneak up from behind and snap them by surprise with your camera!

Make beautiful music together. Get a kit to build your own stereo, electric organ, or even harpsicord! Learn to play simple musical instruments like the harmonica and have a family ensemble. Instead of banishing junior and his guitar to the garage—or his buddy's garage—make him the center of a family sing-along.

Run away from home. Pack up the kids and take off—you don't have to wait till you have two-weeks-with-pay to do it. A nearby hotel or motel with swimming pool can make one weekend just like a vacation! Or on a Saturday afternoon go exploring in the country and toss a coin at each cross-road.

Do the same old things—but with a difference. Go to a foreign movie for a change, or to a really old-time one! Instead of watching television, stage your own versions of your favorite, or least favorite, shows. Have a party for adults only, but invite the children who are old enough as "honorary adults."

Make big plans. Remodel and redecorate the whole house—just on paper. Everyone can be in charge of one room. Anyone who is old enough should have a say in the more important family matters, too. Children should be a part of family discussions on budgeting and long range plans that affect them, such as planning their college educations.

Make little plans. Start collecting pennies, and plan to spend them each time the piggy bank is full. Let the kids help plan meals—each one gets a favorite menu once a week. Let each one plan a special Sunday afternoon outing for the whole family. It will encourage the youngsters both to develop their own interests, and to consider the tastes of others.

Create. Paint the attic or the inside of the garage with left-over paint—freestyle! Write poems—everyone contributes one line. Tell stories—everyone contributes one a day. Find out everyone's special talent and make each other a "star" for an evening.

Collect things, and tell each other about them. Pictures of interesting places . . . sea shells and even stamps can be a more exciting hobby if the collector learns their history, and shares his new discoveries.

Give gifts that must be used by two or more. A seesaw for the back yard, a badminton or croquet set, a bicycle-built-for-two! Get a chess set, learn how to play together, then have a family tournament. Figure out how to play old-fashioned games like cribbage, backgammon, or whist!

Know when to leave each other alone. It's important for both parents and children to pursue individual interests, and have time alone. And it's a good idea for parents to get away from it all without the kids. A few hours as a couple, instead of just as parents, can give a healthy dose of perspective.

Whatever ideas you come up with to make family life more lively, be sure to let each member be a part of the decision. Studies in group dynamics prove that open discussion of plans and changes results in a far more harmonious and happy group. Dr. Elizabeth B. Hurlock, child psychologist at the University of Pennsylvania, stresses the importance of self-expression and independence to the development of a child's personality.

There's a whole group of exciting and interesting new people, just waiting for you to discover them. Interested? Go home—your own family can be "what's happening!"